

WDAF - TV - Issue Ad Public File Checklist

1. CROSSROADS GPS
Name of Sponsoring Organization

2. Accepted: Rejected: (mark one)

3. Class of Time: ESSENTIAL
8/8 - 8/21

4. Flight dates and times: 1

5. See ORDER
Rate charged

6. US SENATE RACE
Description of Issue

6. 1404 New York Ave. NW Washington DC 20004
Address of Sponsoring Organization

7. 703-989-6167 Telephone Number of Sponsoring Organization _____ Email Address

8. Sponsor's Officers/Directors/Executive Committee
Steve Lawrence PDTs
Marcia Canning Tires
_____ _____
_____ _____

9. _____
Description of substantiation provided (if any)

10. Proper Sponsorship Identification: Yes No

Name _____

Date



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ORDER

Print Date 08/07/12 Page 1 of 8

Flight Dates 08/08/12-08/14/12

<u>Contract / Revision</u>	566592	/	<u>Crossroads GPS</u>	<u>Alt Order #</u>	09784592
<u>Original Date / Revision</u>	08/07/12	08/07/12	<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash
			<u>Billing Contact</u>	<u>Order Type</u>	GENERAL
<u>Advertiser</u>	Crossroads GPS			<u>Billing Cycle</u>	EOM/EOC
			66 Canal Center Plaza	<u>Billing Calendar</u>	BROADCAST
			Suite 555		
<u>Agency</u>	Crossroads Media, LLC.		Alexandria, VA 22314	<u>Demographic</u>	A35+
<u>Buying Contact</u>				<u>Rev Codes</u>	SP-POL PLI
			<u>Sales Office</u> DC-M	<u>Product Codes</u>	PL2A
66 Canal Center Plaza			<u>Sales Region</u> NAT	<u>Priority</u>	1
Suite 555			<u>Agency Ref</u>	<u>Advertiser Ref</u>	
Alexandria, VA 22314					

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 22% Market Value 143750

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	24%	34500
KCWE	%	0
KMBC	22%	31625
KMCI	%	0
KPXE	%	0
KSHB	32%	46000
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	71	\$26,881.25	\$31,625.00	0.00	07/30/12	08/14/12	71	\$26,881.25	\$31,625.00
Totals	71	\$26,881.25	\$31,625.00	0.00					



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<u>Contract / Revision</u>		566592	<u>Flight Dates</u> 08/08/12-08/14/12			<u>Hiatus Dates</u>										
<u>Original Date / Revision</u>		08/07/12/	08/07/12			<u>Order Sep</u> 00:15:00										
<u>Advertiser</u> Crossroads GPS		<u>Product</u> Crossroads GPS			<u>Estimate #</u> 886											
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
E 4	4	08/13/12	08/13/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	M-----	:30	1	\$250.00	2	0.00	NM	1	\$250.00	
FOX 4 NEWS AT 5A																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 08/13/12		08/19/12	M-----	1		\$250.00	0.00									
E 5	4	08/14/12	08/14/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	-T-----	:30	1	\$250.00	2	0.00	NM	1	\$250.00	
FOX 4 NEWS AT 5A																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 08/13/12		08/19/12	-T-----	1		\$250.00	0.00									
E 6	4	08/09/12	08/09/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---T---	:30	1	\$450.00	1	0.00	NM	1	\$450.00	
FOX 4 NEWS AT 530A																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 08/06/12		08/12/12	---T---	1		\$450.00	0.00									
E 7	4	08/14/12	08/14/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	-T-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00	
FOX 4 NEWS AT 530A																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 08/13/12		08/19/12	-T-----	1		\$450.00	0.00									
E 8	4	08/08/12	08/08/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--W----	:30	1	\$450.00	2	0.00	NM	1	\$450.00	
FOX 4 NEWS AT 6A																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 08/06/12		08/12/12	--W----	1		\$450.00	0.00									
E 9	4	08/09/12	08/09/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---T---	:30	1	\$450.00	2	0.00	NM	1	\$450.00	
FOX 4 NEWS AT 6A																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 08/06/12		08/12/12	---T---	1		\$450.00	0.00									
E 10	4	08/10/12	08/10/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----F--	:30	1	\$450.00	2	0.00	NM	1	\$450.00	
FOX 4 NEWS AT 6A																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 08/06/12		08/12/12	----F--	1		\$450.00	0.00									
E 11	4	08/13/12	08/13/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00	
FOX 4 NEWS AT 6A																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 08/13/12		08/19/12	M-----	1		\$450.00	0.00									
E 12	4	08/14/12	08/14/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-T-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00	
FOX 4 NEWS AT 6A																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 08/13/12		08/19/12	-T-----	1		\$450.00	0.00									
E 13	4	08/08/12	08/08/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	--W----	:30	1	\$450.00	2	0.00	NM	1	\$450.00	
FOX 4 NEWS																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 08/06/12		08/12/12	--W----	1		\$450.00	0.00									
E 14	4	08/09/12	08/09/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	---T---	:30	1	\$450.00	2	0.00	NM	1	\$450.00	
FOX 4 NEWS																



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Contract / Revision

566592 Flight Dates 08/08/12-08/14/12

Hiatus Dates

Original Date / Revision

08/07/12/ 08/07/12

Order Sep 00:15:00

Advertiser **Crossroads GPS**

Product Crossroads GPS

Estimate # 886



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Product Crossroads GPS

Estimate # 886



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Contract / Revision 566592 Flight Dates 08/08/12-08/14/12Hiatus DatesOriginal Date / Revision 08/07/12/ 08/07/12Order Sep 00:15:00Advertiser Crossroads GPSProduct Crossroads GPSEstimate # 886

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
E 64	4	08/08/12	08/08/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	--W---	:30	1	\$375.00	2	0.00	NM	1	\$375.00
FOX 4 NEWS AT 1030P M-F FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/06/12	08/12/12	--W---						1	\$375.00	0.00			
E 65	4	08/09/12	08/09/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	---T---	:30	1	\$375.00	2	0.00	NM	1	\$375.00
FOX 4 NEWS AT 1030P M-F FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/06/12	08/12/12	---T---						1	\$375.00	0.00			
E 66	4	08/10/12	08/10/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	----F--	:30	1	\$375.00	2	0.00	NM	1	\$375.00
FOX 4 NEWS AT 1030P M-F FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/06/12	08/12/12	----F--						1	\$375.00	0.00			
E 67	4	08/13/12	08/13/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	1	\$375.00	2	0.00	NM	1	\$375.00
FOX 4 NEWS AT 1030P M-F FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----						1	\$375.00	0.00			
E 68	4	08/14/12	08/14/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	-T-----	:30	1	\$375.00	2	0.00	NM	1	\$375.00
FOX 4 NEWS AT 1030P M-F FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/13/12	08/19/12	-T-----						1	\$375.00	0.00			
E 69	4	08/11/12	08/11/12	Sa 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-						1	\$375.00	0.00			
E 70	4	08/11/12	08/11/12	Sa 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-----S-	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-						1	\$450.00	0.00			
E 71	4	08/12/12	08/12/12	FOX News Sunday FOX News Sunday	CM-All	9a-10a	-----S	:30	1	\$150.00	2	0.00	NM	1	\$150.00
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S						1	\$150.00	0.00			
														Totals	71 \$31,625.00